GMR
MARKETING
Gary M. Reynolds & Associates, Inc.

March 18, 1996

Ms. Kathy McGrath
Philip Morris USA
120 Park Avenue
New York, NY 10017

Dear Kathy:

Per your letter of March 18, we are happy to provide you with the following cost estimate:

- Hiring a celebrity chef on the local level will average $500 per day for a six hour performance. Assuming a total of seventy event days including the premiere nights, this will average out to $35,000 for the duration of the program.

Please note that the $500 per day is an average cost estimate and will vary from market to market.

We have included cost estimates for generator fuel, propane gas usage, celebrity chef demonstration food costs and staff training costs in our original bid dated March 11, 1996.

If you need any additional information or clarification, please feel free to call me at 414/786-5600.

Sincerely,

Caroline Petty
Vice President - Marketing Development

cc: Pete Lewis - GMR Marketing

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Source: https://www.industrydocuments.ucsf.edu/docs/gjcn0004